

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

American Media Advocacy Group
815 Slaters Lane
Alexandria, VA 22314
USA

<u>Contract / Revision</u> 841992 /		<u>Alt Order #</u> 06396947
<u>Product</u> NRA-ILA		
<u>Contract Dates</u> 10/29/12 - 11/05/12		<u>Estimate #</u> 3408
<u>Advertiser</u> NRA - ILA		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35-54		
<u>IDB#</u>	<u>Advertiser Code</u> 257	<u>Product Code</u> 466
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOIO	11/02/12	11/02/12	David Letterman	1135p-1238a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----2--				2	\$750.00			
N 2	WOIO	11/02/12	11/02/12	Craig Ferguson	1235a-138a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----2--				2	\$350.00			
N 3	WOIO	10/29/12	11/05/12	David Letterman	1135p-1238a		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	2-----				2	\$750.00			
	Week:	11/05/12	11/11/12	2-----				2	\$750.00			
N 4	WOIO	10/29/12	11/05/12	Craig Ferguson	1235a-138a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	2-----				2	\$350.00			
	Week:	11/05/12	11/11/12	2-----				2	\$350.00			
N 5	WOIO	11/03/12	11/03/12	NCAA Football Reg Game 1	330-7p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----3-				3	\$850.00			
N 6	WOIO	11/04/12	11/04/12	Browns Football	1-4p		:30			NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1	\$50,000.00			
N 7	WOIO	11/04/12	11/04/12	Tailgate 19	Sa/Su 11a-12p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----2				2	\$900.00			
N 8	WOIO	11/01/12	11/01/12	David Letterman	1135p-1238a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---2---				2	\$750.00			
N 9	WOIO	11/01/12	11/01/12	Craig Ferguson	1235a-138a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---2---				2	\$350.00			
N 10	WOIO	10/30/12	10/30/12	David Letterman	1135p-1238a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-2-----				2	\$750.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
N 11	WOIO	10/30/12	10/30/12	Craig Ferguson	1235a-138a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- 2 - - - -				2	\$350.00			
N 12	WOIO	10/31/12	10/31/12	David Letterman	1135p-1238a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- 2 - - -				2	\$750.00			
N 13	WOIO	10/31/12	10/31/12	Craig Ferguson	1235a-138a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- 2 - - -				2	\$350.00			
Totals											30	\$67,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	30	\$67,550.00	\$57,417.50
Totals	30	\$67,550.00	\$57,417.50

Signature: _____ **Date:** _____

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